

MISSOURI DIVISION OF TOURISM

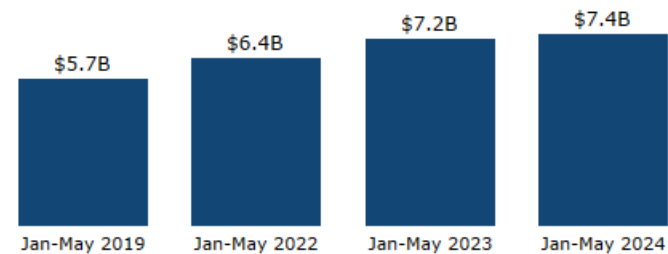
JULY 2024 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 8/09/2024)





Calendar Year-to-Date

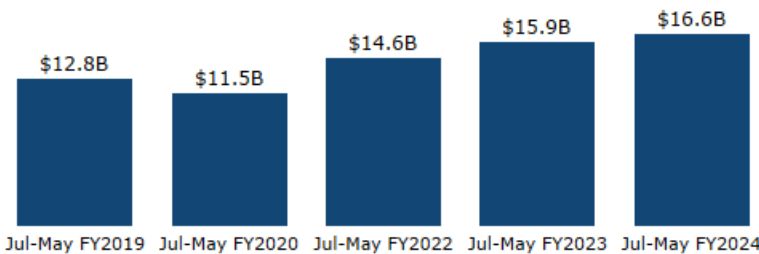
Tourism-Related Sales Revenue by Year
Calendar Year



Jan-May 2024
Tourism-Related Sales
Revenue
\$7.4B
▲ 2.6% vs. STLY

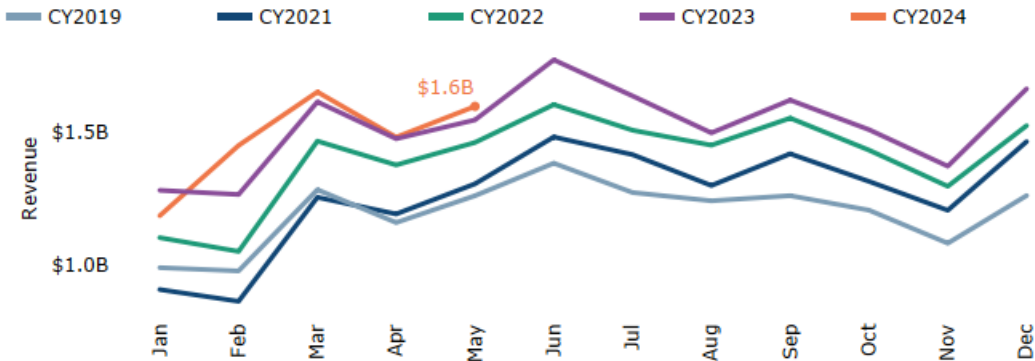
Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year
Fiscal Year

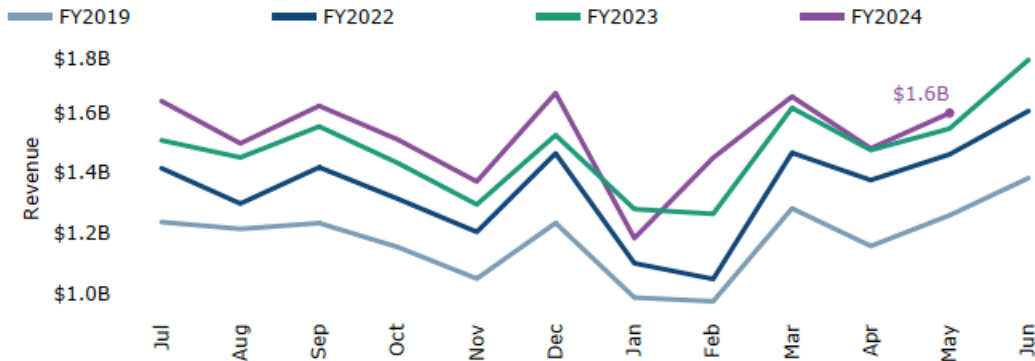


Jul-May FY2024
Tourism-Related Sales
Revenue
\$16.6B
▲ 4.5% vs. STLY

Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



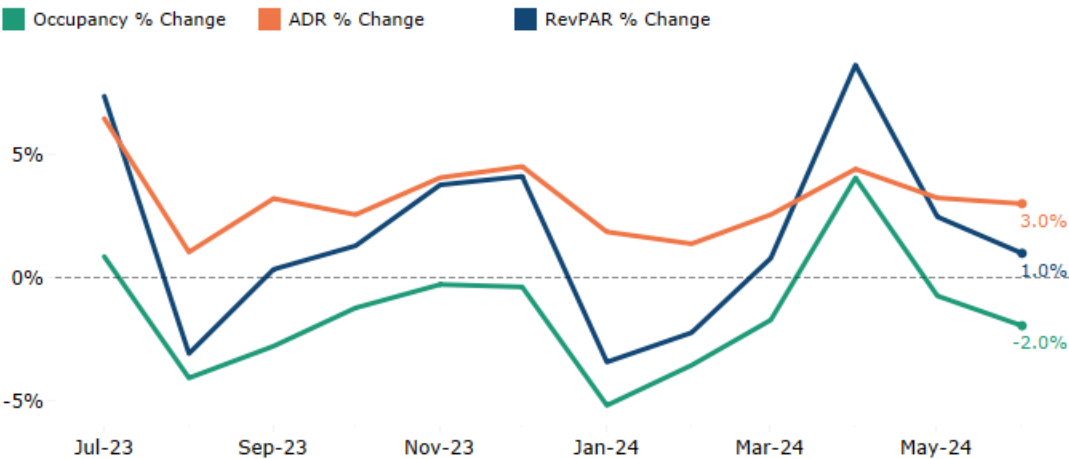
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jun 2024	65.6%	\$129	\$84	3.2M	2.1M	\$273.8M
Change vs. Previous Year	▼ 2.0%	▲ 3.0%	▲ 1.0%	▼ 0.5%	▼ 2.5%	▲ 0.5%
Year-to-Date	55.2%	\$121	\$67	19.5M	10.8M	\$1.3B
Change vs. Previous Year	▼ 1.3%	▲ 3.0%	▲ 1.6%	▼ 0.1%	▼ 1.4%	▲ 1.5%

STR Monthly Lodging Trends

% Change from Previous Year



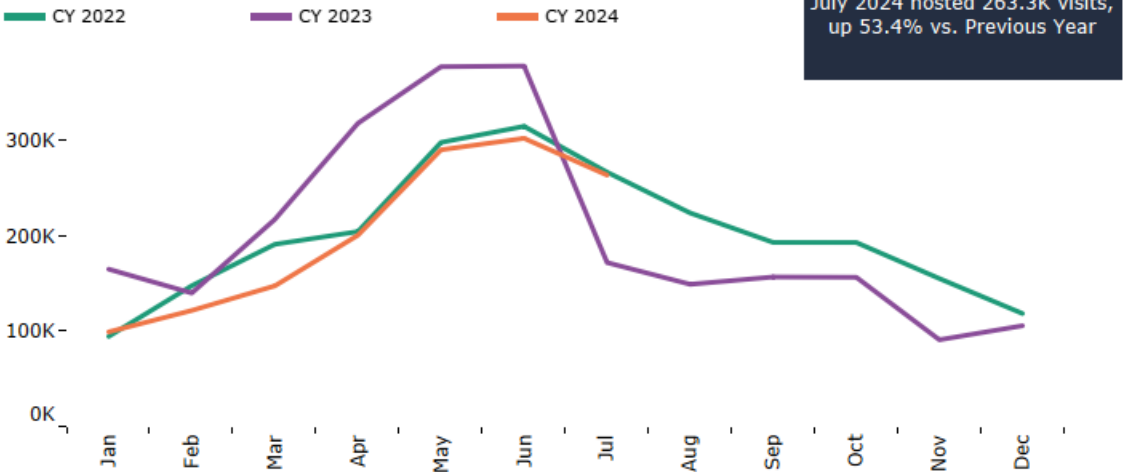
Source: STR
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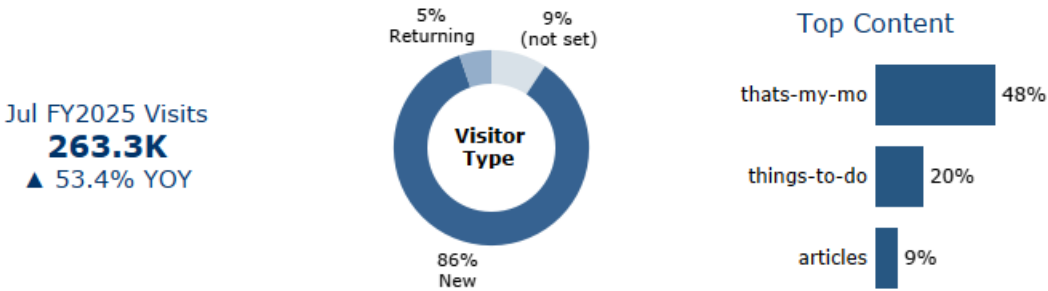
Calendar Year-to-Date



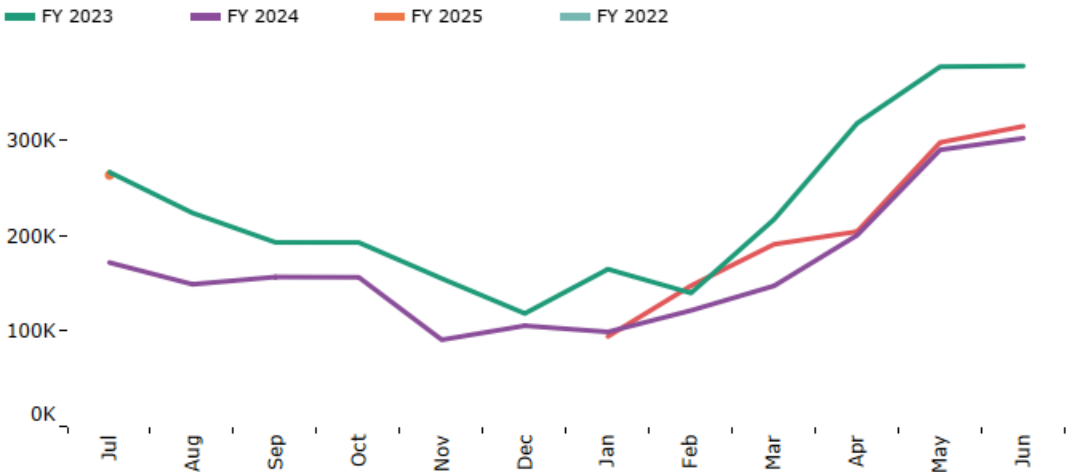
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Jul 2024
4.7K
▼ -42.0% vs. STLY

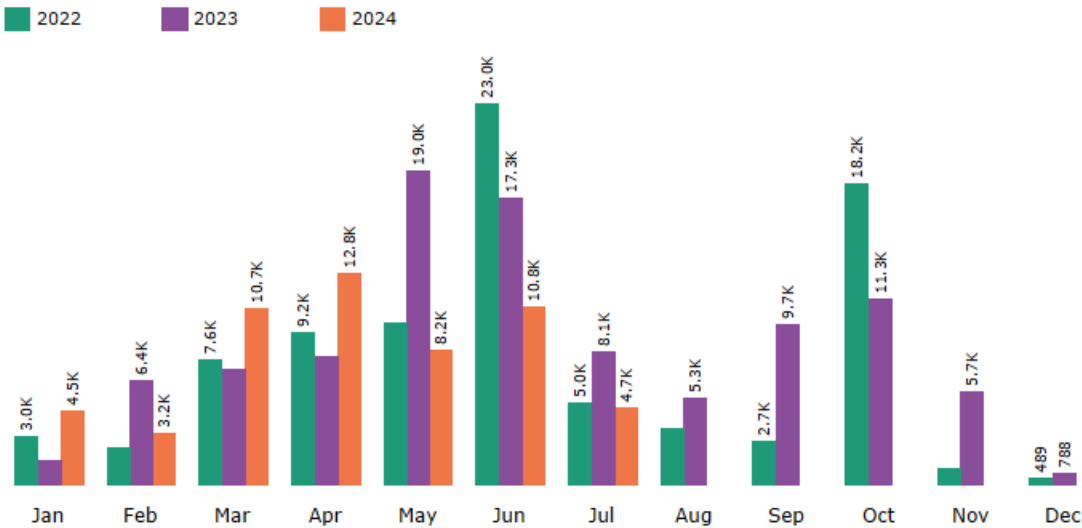
Jan-Jul 2024
54.8K
▼ -18.4% vs. STLY

Welcome Center Visits

Jul 2024
40.1K
▼ -14.1% vs. STLY

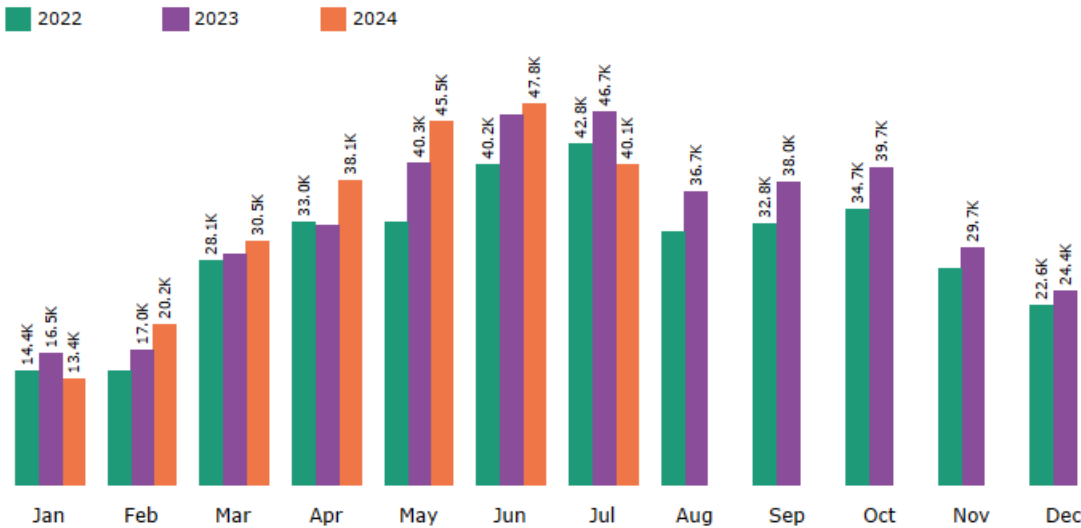
Jan-Jul 2024
235.6K
▲ 3.2% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

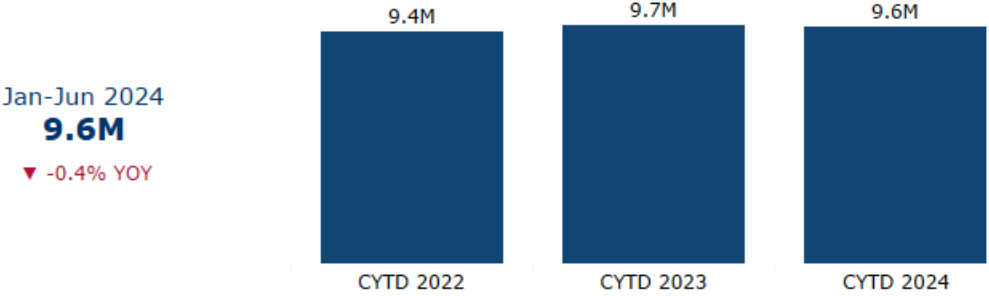


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

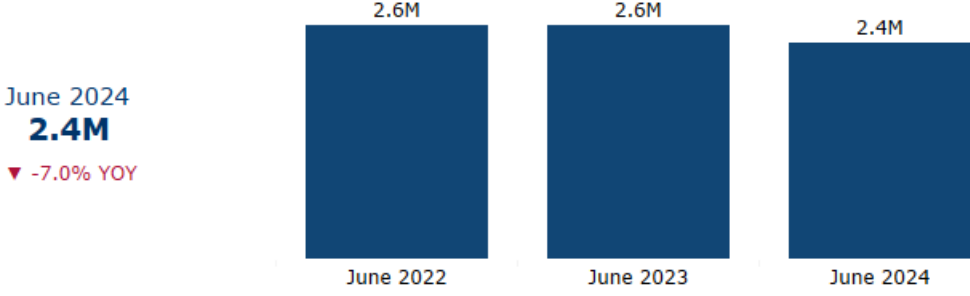
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

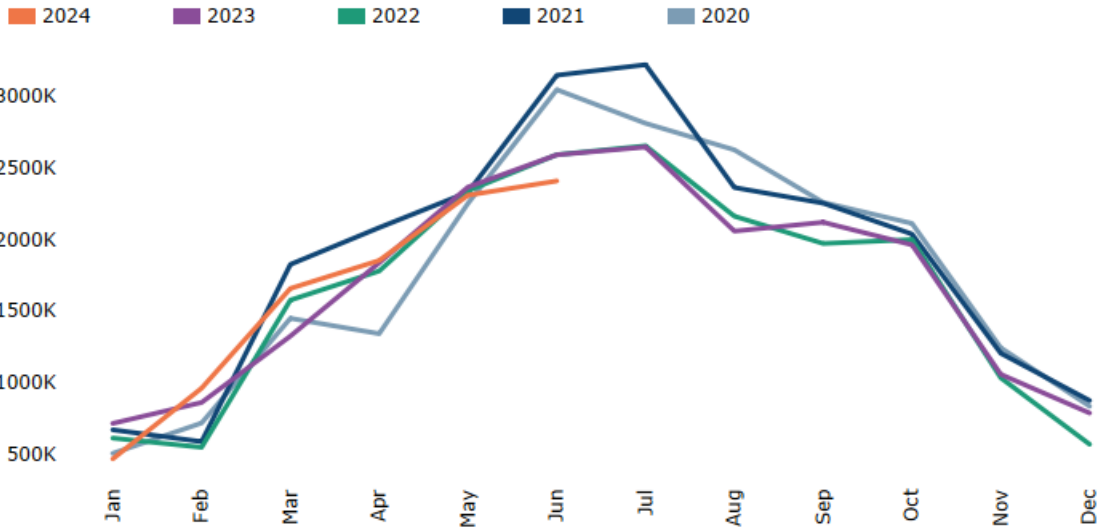


Monthly Visitation



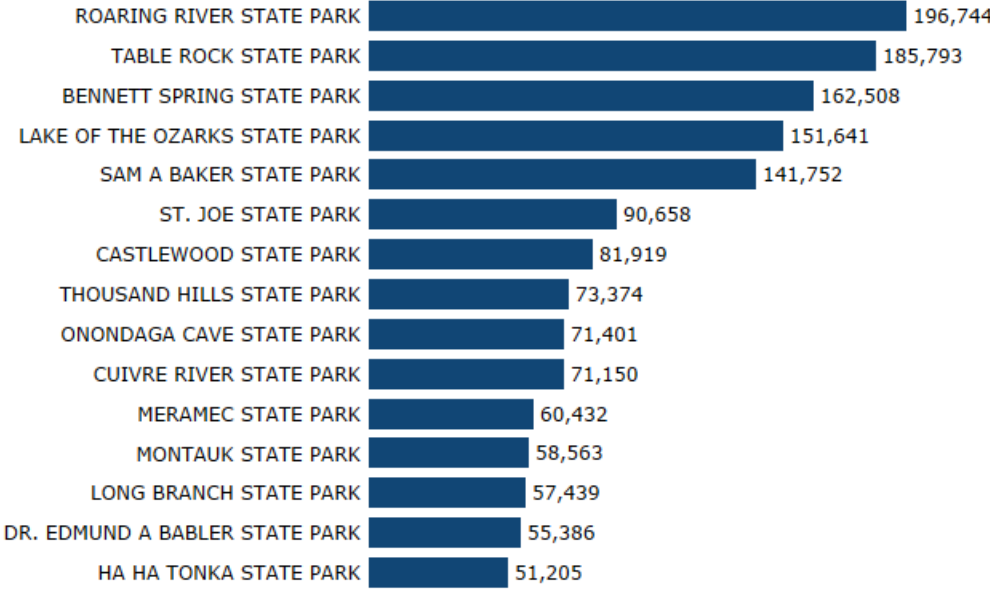
State Parks Visitors by Month

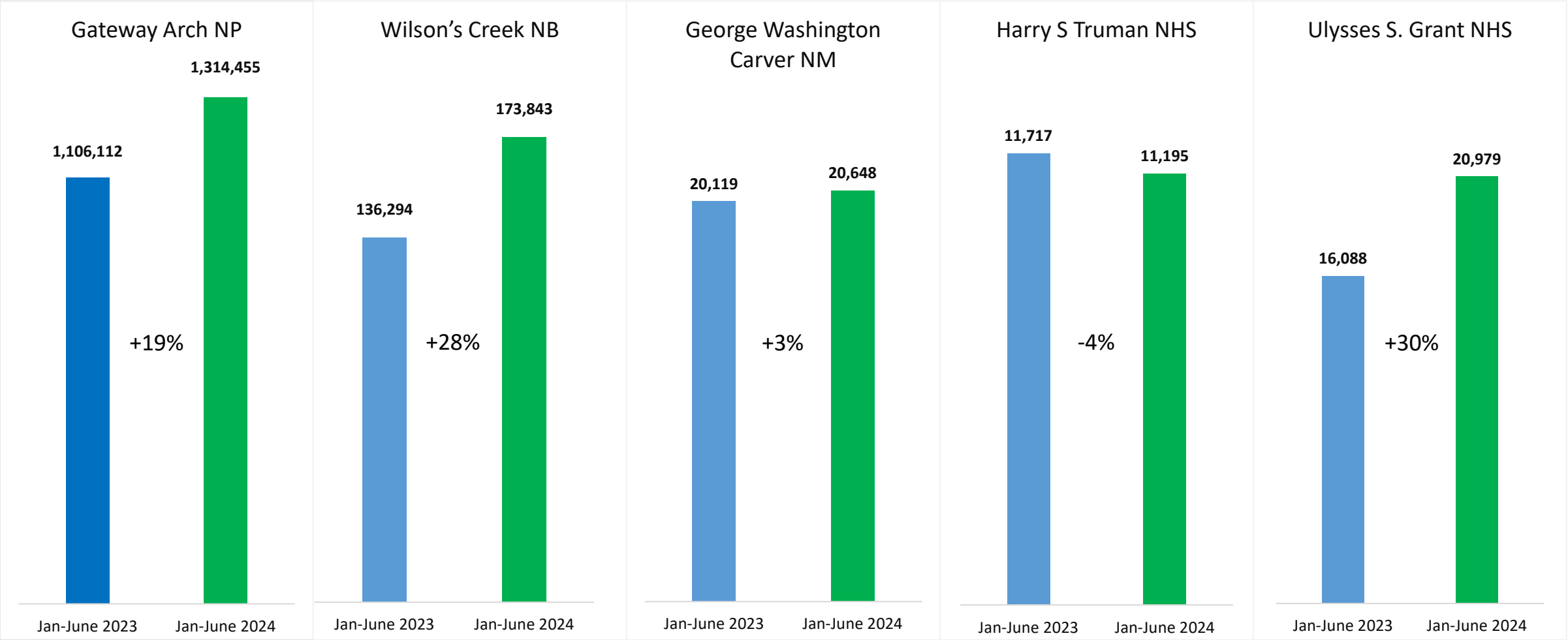
All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in June 2024





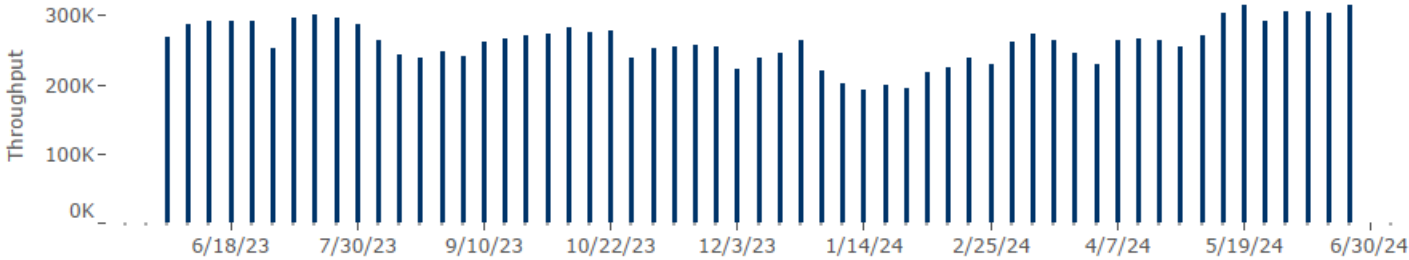
Missouri Throughput by Airport

June 2024

Month: June 2024 State: Missouri Compare to: Previous Year Report Type: Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
All Airports	4%	12%	5%	8%	8%	6%
St. Louis Lambert International	4%	9%	7%	9%	10%	6%
Kansas City International	4%	14%	3%	6%	6%	4%
Springfield-Branson National	14%	22%	12%	18%	10%	15%
Columbia Regional	-3%	-1%	-7%	7%	7%	8%
Joplin Regional	0%	11%	5%	8%	4%	28%
Branson Airport						
Cape Girardeau Regional	12%	24%	8%	16%	41%	18%
Waynesville-St Robert Regional Forney Field	-32%	-16%	5%	-25%	25%	12%
Kirkville Regional	-32%	16%	22%	7%	27%	65%

Map View of Airports

June 2024 Month, % change relative to 2023
Click on airports to sort Throughput by Week chart

